



CALIFORNIA COMMUNITY COLLEGES CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

DEPARTMENT:	CALIFORNIA COMMUNITY COLLEGES	RELEASE DATE:	Monday, April 20, 2009
POSITION TITLE:	Vice Chancellor of Communications	FINAL FILING DATE:	Friday, May 1, 2009
CEA LEVEL:	CEA 3	EXTENDED FINAL FILING DATE:	
SALARY RANGE:	\$ 8,594.00 - \$ 9,476.00 / Month	BULLETIN ID:	04202009_1

POSITION DESCRIPTION

The California Community Colleges Chancellors Office is responsible for directing, organizing, and coordinating statewide policy development and accountability for the 110 community colleges within the system. The Vice Chancellor of Communications will develop and implement comprehensive communications and public relation plans in support of the Chancellor's Office mission and System Strategic Goals. The incumbent will serve as the primary spokesperson on behalf of the California Community Colleges System, the Chancellor, and the Board of Governors; develops and directs strategic communications, public relations, community relations and multi-media relations; promotes and markets the California Community Colleges System with the public and key stakeholders; and oversees the marketing, branding, graphics, and printing activities of the Chancellor's Office. This CEA position is the principle advisor of media response strategy on behalf of the System to the Chancellor, and the Board of Governors, and Chancellor's Office staff regarding present and potential crises and public relations issues; will work directly with the Governor's office and other state agencies, as appropriate, to prepare consistent messages and coordinate outreach strategies and efforts regarding matters of shared interest; will serve as the official spokesperson on behalf of the System and the California Community Colleges Chancellor's Office and principle contact for all media contact and representatives. This position reports to the Executive Vice Chancellor of Operations. This position also serves as a key management advisor to the Board of Governors, Chancellor, and all cabinet members.

MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

Either I

Must be a State civil service employee with permanent civil service status or who previously had permanent status in the State civil service.

Or II

Must be a current or former employee of the Legislature, with two or more consecutive years as defined in Government code § 18990.

Or III

Must be a current or former non-elected exempt employee of the Executive Branch with two or more consecutive years (excluding those positions for which salaries are set by statute) as defined in Government Code § 18992.

Or IV

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code § 18991.

KNOWLEDGE AND ABILITIES

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from the following kinds of experience with substantial participation in the formulation, operation and/or evaluation of program policies (experience may have been paid or volunteer; in State service, other government settings, or in a private organization):

CEA Level 1. Supervisory/administrative experience in a line or staff activity, including the execution and/or evaluation of program policies.

CEA Levels 2 and 3. Broad administrative or program manager experience with substantial participation in the formulation, operation, and/or evaluation of program

policies.

CEA Levels 4 and 5. Extensive managerial and program administrative experience which has included substantial responsibility for a combination of management functions such as program planning; policy formulation; organization coordination and control; and fiscal and personnel management. Where high technical professional qualifications are of primary importance in performing the duties of a given CEA position, then the above required experience may have been in a staff capacity exercising professional skills to influence and contribute to program, policy, and methods of providing those professional services. Primary examples are medical doctors and attorneys.

DESIRABLE QUALIFICATION(S)

In addition to evaluating each candidate's relative ability, as demonstrated by quality and breadth of experience, the following factors will provide the basis for competitively evaluating each candidate:

Demonstrated experience in political strategies and maneuvers and the skills necessary to organize, direct, and coordinate multiple projects. Ability to demonstrate tact and independent judgment, and to work in politically sensitive areas, under significant pressure and short timeframes. Ability to direct written and oral communication with the public and media on behalf of the Chancellor's Office and the system.

Demonstrated experience with coordination and organization of all aspects of communication and public information and functions; Ability to consult with top management and provide policy decision input.

Demonstrated ability to answer highly sensitive correspondence and manage media and public information staff; monitor events and policy changes for informational implications; Experience as agency chief spokesperson to the public and media; Experience in developing and implementing marketing strategies promoting public knowledge.

Demonstrated ability to oversee and manage press releases, publications, websites and other publications; Ability to conduct speeches before various groups.

Demonstrated ability to assist in system wide marketing efforts.

Experience with initiating and directing emphasis of media coverage in support of the objectives of a department or public office; Ability to develop and maintain effective relationships with reporters and editors.

Experience in coordinating ceremonies and awards

EXAMINATION INFORMATION

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **Vice Chancellor of Communications**, with the **CALIFORNIA COMMUNITY COLLEGES**. Applications will be retained for twelve months.

The Results of this examination will be used only to fill this position and may be used to fill subsequent vacancies for this position for a period of up to twelve months.

The examination process will consist of an application, resume, and Statement of Qualifications evaluation. These documents will be used to evaluate your education and experience as it relates to the Minimum Qualifications and the Desirable Qualifications listed below and may also serve as documentation of each candidate's ability to present information clearly and concisely in writing since this is a critical factor to successful job performance. The Statement of Qualifications may be the only basis for your final score and rank on the eligible list.

Based on the committee's evaluation of the competitive group, interviews may be conducted as part of the examination process. Interviews may be scheduled in May 2009. (Hiring interviews may be conducted with only the most qualified candidates if it is determined necessary in order to make a selection).

All applicants will be notified of the results. The results of this examination may be used to fill subsequent vacancies in this position within the next twelve (12) months. To obtain list eligibility, a passing score of 70% must be obtained.

FILING INSTRUCTIONS

Interested applicants must submit:

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and no more than three pages in length.
- Resumes do not take the place of the Statement of Qualifications.

Applications must be submitted by the final filing date to:

CALIFORNIA COMMUNITY COLLEGES, Human Resources
1102 "Q" Street, Sacramento, CA 95811-6549
Nancy Venable | 916-323-0165 | NVenable@cccco.edu

SPECIAL TESTING

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

GENERAL INFORMATION

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The CALIFORNIA COMMUNITY COLLEGES reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

Class specs: <http://www.dpa.ca.gov/textdocs/specs/s7/s7500.txt>